

SOUTHERN ALBERTA  
**HOMIE**   
**GARDEN &**  
**LEISURE** SHOW

PRESENTED  
BY



**Choice Savings**®  
and Credit Union Ltd.

# THE ALL NEW HOME# GARDEN & LEISURE SHOW

PRESENTED BY  
BY **Choice Savings®**  
and Credit Union Ltd.

Dates: March 14<sup>th</sup> – 16<sup>th</sup> 2024

Venue: Agri-Food Hub, Lethbridge AB

3401 Parkside Dr S, Lethbridge, AB T1J 4R3

Website: <https://hg lethbridge.ca>

This years Expo is a joint partnership between

Bild Lethbridge Region and

Meibel Consulting Ltd.

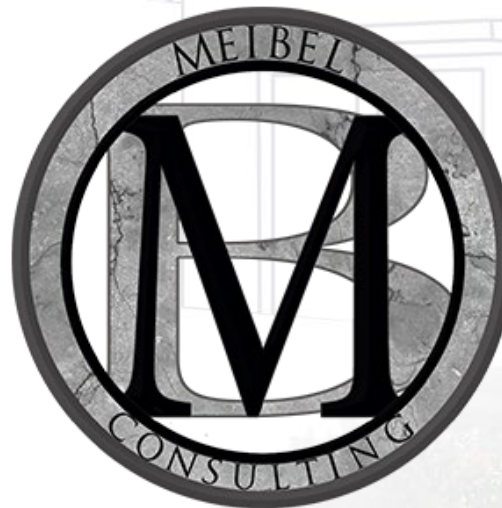
<https://meibelconsulting.com/>

Meibel Consulting Events:

- Alberta Food & Beverage Expo
- Saskatchewan Food & Beverage Expo
- Game Con Canada (GCC) Powered by TELUS
- The Burning of Zozobra



**BILD**®  
LETHBRIDGE REGION





**GAME CON CANADA**

powered by



# Meibel Consulting Events

## Game Con Canada (GCC) Powered By TELUS

GCC is the largest gaming expo in Canada. The event hosted 34,000 attendees in the first-year show in 2023

## The Alberta Food and Beverage Expo

AFBE is the largest food and beverage trade show in Alberta with over 27,000 attendees in the four cities we host the event. In 2025 we will be expanding into Saskatchewan.

Meibel Consulting Ltd is taking over the burning of Zozobra in 2024 for their 100 year anniversary which is a 172,000-attendee event. Our team will be handling

- Sponsorship acquisition and retention
- Hiring the live entertainment for the three-day concert
- Hiring the celebrity talent to participate in the event
- Organizing their Mobile Application
- Implementing a new digital ticket platform

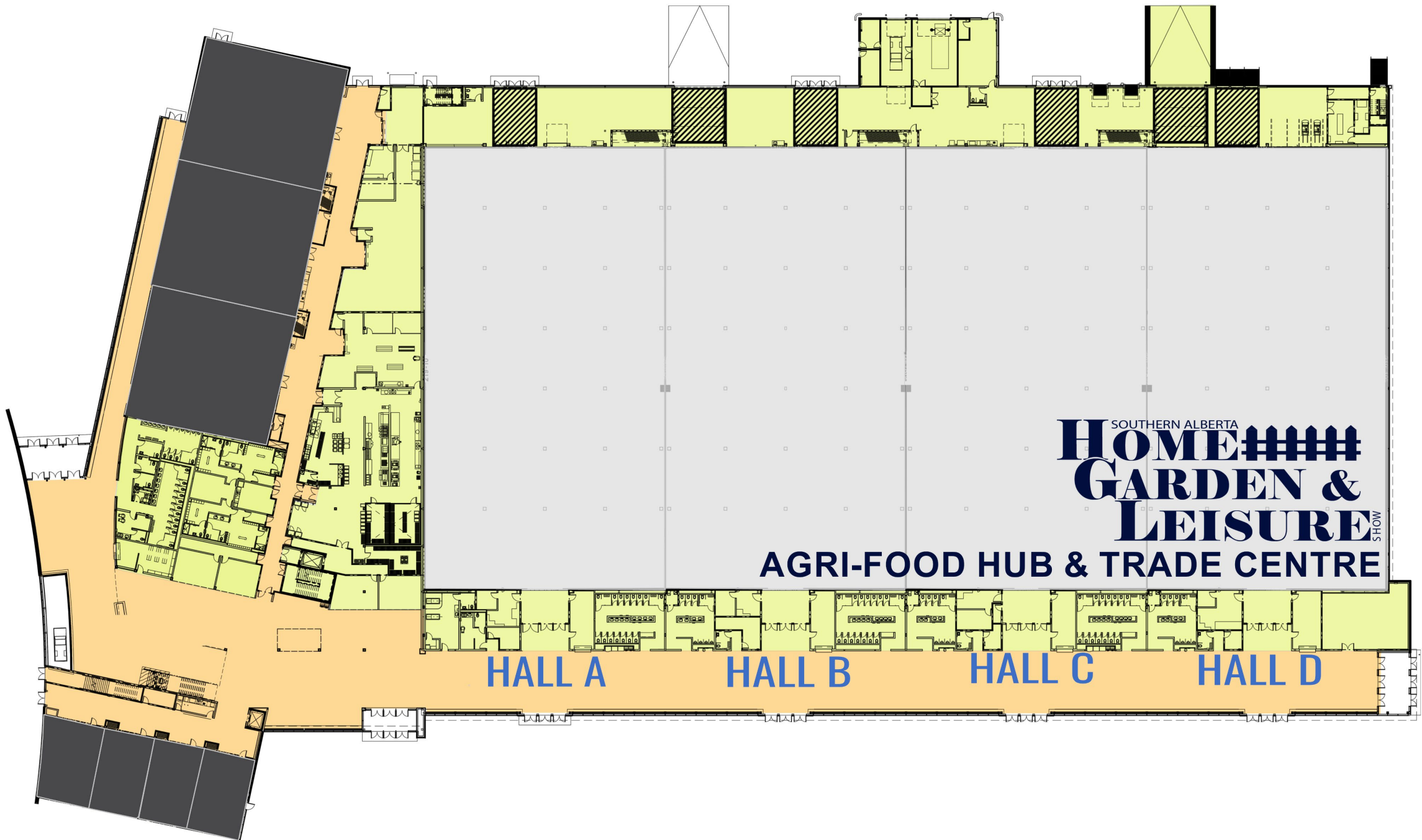


**The all-new Southern Alberta Home, Garden and Leisure Show** will be hosted at the Argo Food-Hub in Lethbridge AB, Southern Alberta's brand-new state of the art event center. Featuring 268,000 square feet of multi-functional space including:

- Four exhibition halls totaling 104,000 square feet of trade show space
- Lakeview Salon overlooking Henderson Lake
- Three Salon rooms
- Four Meeting suites
- Pre-function lobbies
- Locally-sourced farm to table cuisine



**Projected Attendance 2024  
16,000-20,000**



SOUTHERN ALBERTA  
**HOME GARDEN & LEISURE** SHOW

**AGRI-FOOD HUB & TRADE CENTRE**

HALL A

HALL B

HALL C

HALL D

# Official Charity Sponsor

## **The all-new Southern Alberta Home, Garden and Leisure Show**

We will be donating a portion of the shows proceeds to help this amazing organization continue to provide support to their community servicing Southern Albertans emergency medical needs.



## **Onsite Activations Include:**

- 50/50 DRAWS AT THE EVENT
- Charity Booth
- Panel Stage Presentation



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# Lottery

**The all-new Southern Alberta Home, Garden and Leisure Show**

Will include a massive door prize activation providing attendees chances to win included with the price for their ticket.

We have already secured the below noted:

- Vehicle
- Hot Tub
- Solar Package



# Celebrities



## Confirmed Celebrity Anna Olson



**The all-new Southern Alberta Home, Garden and Leisure Show** is adding a heavy celebrity presence for our 2024 show. These industry influencers will participate in multiple activations throughout the weekend including

Onsite Activations Include:

- Industry panels
- Meet and greets
- Q&A sessions
- Demonstrations
- Strategic celebrity Booth Placement (Celebrities will visit sponsored booths throughout the show)



# Meibel's Digital Show Services

Included with the partnership with Meibel Consulting the Southern Alberta Home, Garden and Leisure Show will have access to the company's digital platforms which include:

- **Digital Vendor Management System:**
  - Applications
  - Invoicing
  - Contracts
  - Payment Processing
  - Show Service Orders. (Power, Internet, Rentals, etc.)
- **Mobile Application:**
  - Digital Floor Map
    - Birds Eye View
    - Search by vendor name, type or category
    - Includes point to point guidance
- **Digital Press Release:**
  - Access to hundreds of publications, influencers and media contacts



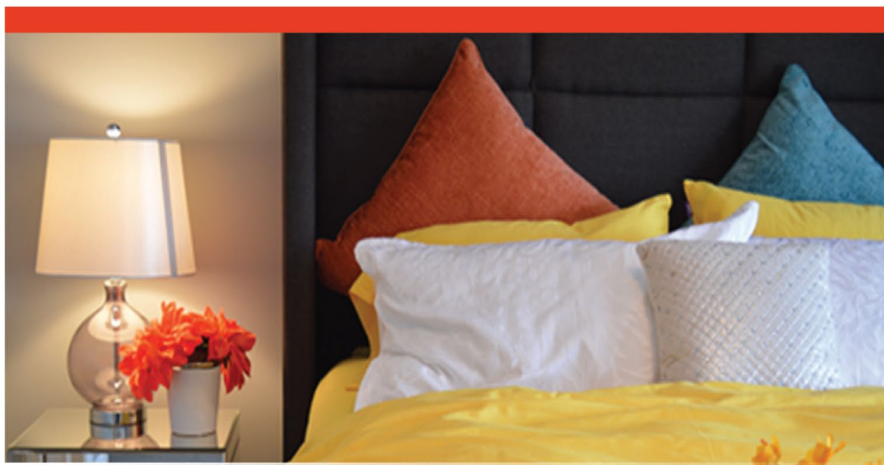


## Participation as an Exhibitor

### Booth Spaces are 10X10 Feet

- Includes the pipe and drape
- Exhibitor badges are included with your booth purchase. **(As an exhibitor you can request up to 8 badges. More can be provided upon request)**
- X1, 8 FT table and X2 event chairs are included with each 10X10 space purchased. **(600 sq ft spaces and larger include only pipe and drape. Additional tables and chairs are available to rent through our show service provider.)**
- Access to the digital vendor management system
- Access to the Mobile App which includes vendor profile on the digital interactive floor plan.
- All Power, Internet, Forklift services, carpet and Gas are sold separately through the facility and show service provider.
  
- **10X10 Booth Space: \$990.00**
- **10X20 Booth Space: \$1800.00 \$900.00 (Each)**
- **3 or more 10X10 Booth spaces: \$800.00 (Each)**
- **6 or more booth spaces: \$7.00 per square foot**
- **10% discount for BILD Members**





# HOME & Style

HOME & GARDEN SHOW GUIDE



Home & Style

# Spring

2024 edition

From home design, decor, renovations to restoration, Home & Style will be the place to promote your business and services. This Spring's edition is the official Home & Garden Show Guide for 2024. Showcase your products and offers in this premium style, full size, full colour magazine, alongside interesting and useful information to convert readers to your customers!

Distributed to Lethbridge and southern Alberta and to show attendees.

SEE US AT THE NEW  
AGRI-FOOD HUB  
AND TRADE CENTRE

Advertising  
Deadline:  
December 15, 2023

Publication Date:  
February 2, 2024

# HG&L Show 2024 Catalog

20,000 copies distributed across  
Southern Alberta

Show Member Discount Rate:

## Covers:

- Inside front or 8.5" X 11" ..... \$1099.00
- Outside Back 8.5" X 11" ..... \$1295.00

(Includes 0.25 bleed)

## Ad Sizes:

- Full Page 7" X 9.75" ..... \$649.00
- Half Page 7" X 5" ..... \$399.00
- ¼ Page 3.42" X 5" ..... \$249.00
- Centre Spread 16.5" X 11" ..... \$1495

(Includes 0.25 bleed)

Catalog presented By:

